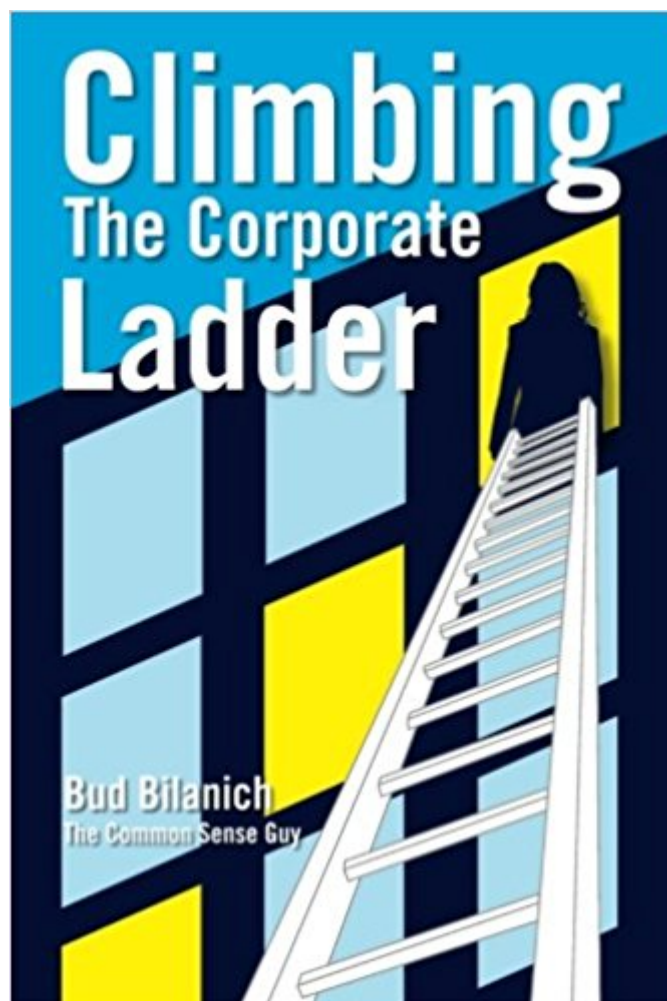


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# Climbing The Corporate Ladder



## Synopsis

This book contains my best, most up-to-date thoughts on creating your success inside a corporation. The ideas in Climbing the Corporate Ladder are a result of my 35+ years experience working for, and consulting to, many of the best known companies in the world. My Corporate Climb is based on seven simple, but powerful, common sense ideas: 1. Clarity of purpose and direction 2. Commitment to taking personal responsibility for your life and career 3. Unshakable self-confidence 4. Outstanding performance 5. Positive personal impact 6. Dynamic communication 7. Relationship building.

## Book Information

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## Customer Reviews

Bud Bilanich has a pragmatic approach to business, life, and the business of life that has earned him the title The Common Sense Guy, and made him one of the most sought after speakers, consultants and executive coaches in the USA! In his work, Dr. Bilanich focuses on improving the performance of individuals, teams and entire organizations. Bud is Harvard educated, but has a no-nonsense, common sense approach to his work that stretches back to his roots in the steel country of Western Pennsylvania. Bud is a prolific writer. You can find his thoughts on contemporary business topics and issues on his popular blog: [www.CommonSenseGuy.com](http://www.CommonSenseGuy.com). You can find more information on his work at his website: [www.BudBilanich.com](http://www.BudBilanich.com). Dr. Bilanich received an EdD from Harvard University with a concentration in Organizational Behavior and Intervention. He also holds an MA in Organizational and Interpersonal Communication from the University of Colorado, and a BS in Human Development from Penn State.

Once again, Bud Bilanich provides a book that is easy to read yet full of advice and helpful information on career and leadership development. Bud provides a consistent message through his work, and this book is another example of that message. It is a good book to get for your staff to help them develop as leaders, although the title may not jump out as a leadership development work. It is! I have both the print and Kindle versions. I like the Kindle version as it is easier than carrying books while traveling.

After personally meeting Bud Bilanich, I can say that he is a fantastic, down to earth, career coach. His book *My Corporate Climb* is a gem that will help any person striving for corporate success. Bud is extremely personable and makes you feel at ease while bestowing his plethora of career advice, without making you feel overwhelmed. He truly is the Common Sense Guy. Straight to the point with proven poignant advice while keeping the reader engaged. Whether it's purchasing his book *My Corporate Climb* or using his personal coaching services, Bud Bilanich is a home run for anyone looking to further their corporate career. Don't wait, get started with your corporate success with Bud guiding your way today! You will be extremely glad you did.

Bud Bilanich's new book, *Climbing the Corporate Ladder*, is a book filled with short chapters aimed at helping readers proactively address many common business pitfalls. Bud's conversational, direct style gets right to the point; his suggestions are eminently practical. Sometimes Bud's suggestions fall within the realm of common sense, but they are things we may have forgotten to think about recently. I'd like to share three examples of how Bud's book helped me. In one chapter, Bud addresses Steven Covey's idea of looking at tasks on an "important" vs. "urgent" matrix. After reading his brief discussion, I felt compelled to see how my own business tasks stacked up. I took out a sheet of paper and made one modification to his exercise, that is, I divided my daily tasks into "BUSINESS" and "PERSONAL." I then listed the four categories under each side: 1.) Urgent and Important, 2.) Urgent, but not Important, 3.) Important, but not Urgent, and 4.) Neither Urgent nor Important. As a self-employed business person who has worked through some personal coaching books in the past two years, I had a pleasant surprise. I discovered that 99% of my business tasks fell into the categories of "Important and Urgent," or "Important, but not Urgent." I had nothing at all listed under business tasks that are "Urgent, but Not Important," the only thing on that part of the list being "Surfing Business Blogs Excessively." This exercise validated my hard work these past two years and gave me a great start to my business day. In my personal list, I discovered that I am also

spending my time effectively on the areas most important to me. In another chapter of the book, Bud talks about organizing a public-speaking presentation. He reminds us that the most effective way of putting together an effective presentation is to write the closing (or conclusion) first, and then work backwards, designing the presentation to support that. I'm currently working on a large presentation. Even though I was a teacher for years, and always designed my units from the information I wanted on the test, working backwards, I had recently forgotten this key to effective design, having gotten bogged down in my project. Bud's chapter got me back on track and helped me move forward. I really loved Bud's section on effective communication and was most entertained to learn about how some people use business jargon! Bud uses some truly funny examples from the cartoon strip, Dilbert, and something called the "Bafflegab Thesaurus" to show how many business communicators endeavor to sound intelligent, while at the same time communicating nothing at all. They obscure their points, rather than clarify. Bud uses these examples to teach us how to communicate by showing us in a humorous way how we should NOT communicate. Bud's new book is an easy-reading book, with hard-hitting, common-sense suggestions covering many areas we all know about, but many times forget to implement in our business lives. It's a useful book.

Bud Bilanich's new book "Climbing the Corporate Ladder" is for any professional who has the good sense to know that the only way they are going to get the career success and satisfaction they are looking for is to commit to the process. Bud has a no-nonsense, break-it-down-for-you approach that anyone can apply. Honestly, it's like getting the opposing team's playbook. In this competitive time where there are fewer jobs and more workers, you have to know how to play in the corporate sandbox if you want to survive and thrive in your career. It's not just about climbing the ladder, it's about knowing how to stay on solid footing too. Far too many people have not learned the valuable lessons in this book only to find the ladder sudden pulled out from underneath them. If you care about not finding yourself laid-off later in your career (and trust me, you should worry), then you need to read this book and apply its principals. I commend Bud for publishing what I think should be a mandatory text-book for anyone in corporate America looking to stay in it!

I am a big fan of Bud Bilanich's books. His common sense approach to succeeding in business in his latest book, "Climbing The Corporate Ladder" is a must read whether you're just entering business or even if you feel you know it all. Each chapter offers the reader an easy to understand, compelling, and memorable road-map to success. Bud's amazing knack for uncovering the secret to success is his ability to draw upon simple truths and wisdom, common sense methods, to lead a

richer more fulfilled career and life. I found myself smiling while reading this book as I could relate to many examples of where I could/should do better and I am not a newbie. "Climbing The Corporate Ladder" is spot on -do yourself a favor and read this book then pass it on to a friend you care about.

"Honesty is the first chapter in the book of wisdom." (Thomas Jefferson)I've personally known Bud for three years now and I've consistently admired his ability to "tell it like it is." He makes no exception in this (very readable) book. Bud's honesty paves the way down his road of wisdom. This is a must-read resource for any professional seeking no-nonsense tips for climbing the corporate ladder.

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